Chevrolet Luminas, 17.6% owned Olusmobile Silnouettes, and 28.1% owned the Pontiac Trans Sport. Although vehicle colors varied widely, the most popular choice was white. Blue, gray, silver, and red were fairly well represented, while black and dark shades were relatively minimal.

Questions, Answers, and Comments

The following questions and answers were excerpted from PPG's 1990 Survey of GM APV Owners. A sampling of representative personal comments is also included.

Considering that a number of features can influence solar heat build-up within a vehicle, how influential is the amount of glass?

Total Responses: 1,117

63.2%

706 individuals answered "Very Much."

30.6%

342 individuals answered "Somewhat."

6.2%

69 individuals answered "Not at All."

Are you satisfied with the solar control performance of your Sungate automotive windshield?

Total Responses: 1,182

■ 95%

1,123 individuals answered "Yes."

5%

59 individuals answered "No."

Do you find that your APV cools down faster or slower than another vehicle you own or have owned?

Total Responses: 1,185

64.1%

760 individuals answered "Faster."

12.0%

142 individuals answered "Slower."

23.9%

283 individuals answered "No Difference."

Would you want your next vehicle to have a Sungate solar control windshield?

Total Responses: 1,160

00.8%

1.053 individuals answered "Yes."

■ 0.5%

6 individuals answered "No."

8.7%

101 individuals answered "Not Important."

Summary and Conclusions

On the basis of this survey, it seems apparent that U.S. consumers are well aware of automotive heat build-up problems and the need for solar control glass. The majority of those responding had purchased vehicles with light-colored exteriors, and nearly 94% believed that the amount of exterior glass does influence solar heat build-up. More than 60% felt that this influence was extensive.

In comparing GM APV cool-down time with that of other vehicles currently or formerly owned, 64% of the respondents felt that the APV cooled down faster. Comparison vehicles included passenger cars, trucks, vans, and sport/utility vehicles manufactured by U.S. and off-shore producers.

In conclusion, 95% of the respondents said they were satisfied with the solar control performance of PPG's Sungate automotive windshield, and 90% said they'd want the Sungate automotive windshield in their next vehicle.

As survey results indicate, the Sungate automotive windshield can help to differentiate a vehicle from that of the competition, and can be a factor in the purchasing decision of the car buyer. For additional information on PPG solar control automotive glass, call (412) 434-3406, or write PPG Automotive OEM Products.



